Retail and hospitality: upgrade to a CX platform to better support your customers

Upgrade to a CX platform to better support your customers
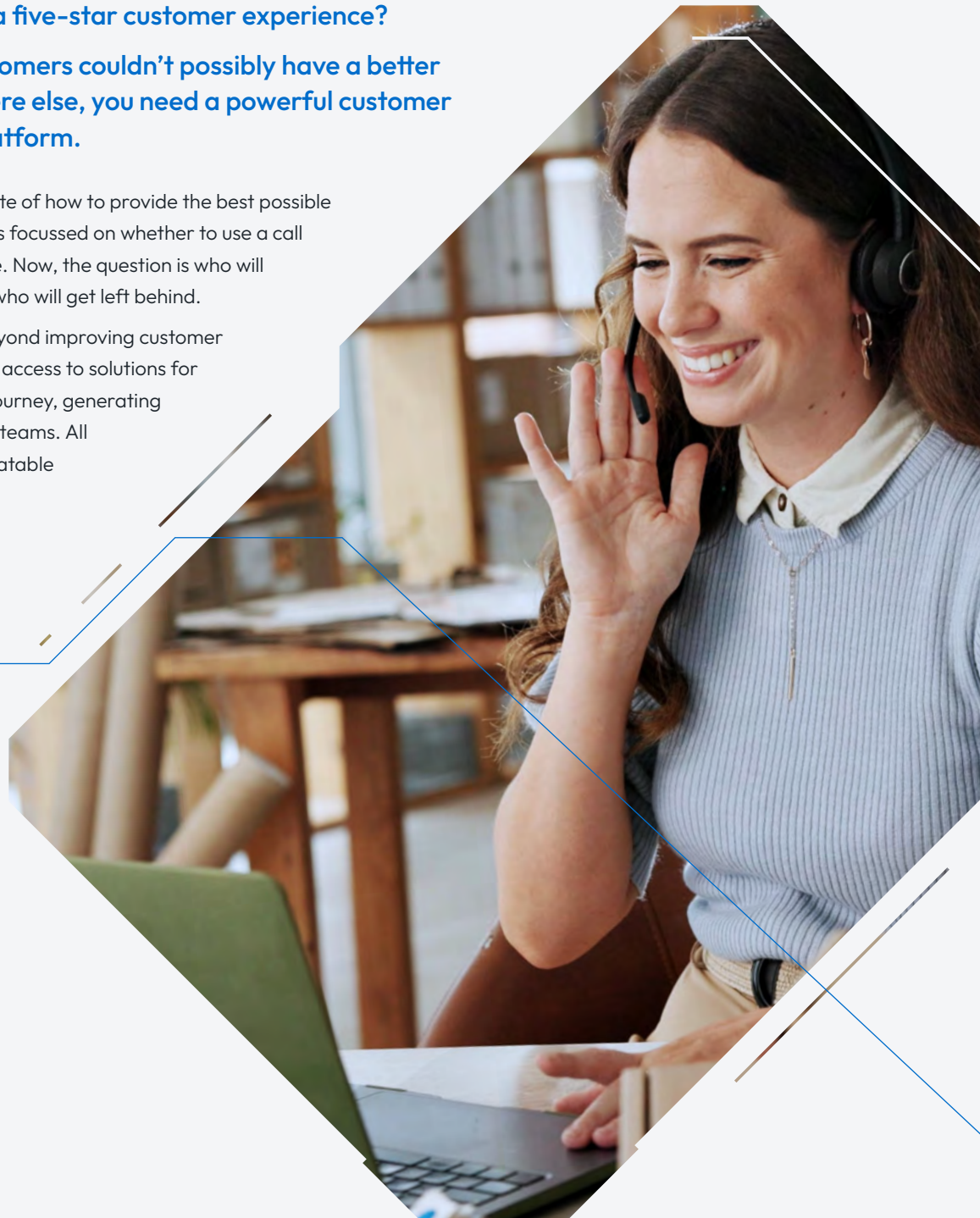
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Introduction

Are you delivering a five-star customer experience?

To ensure your customers couldn't possibly have a better experience anywhere else, you need a powerful customer experience (CX) platform.

Not so long ago, the debate of how to provide the best possible customer experiences was focussed on whether to use a call centre or a contact centre. Now, the question is who will adopt CX platforms and who will get left behind.
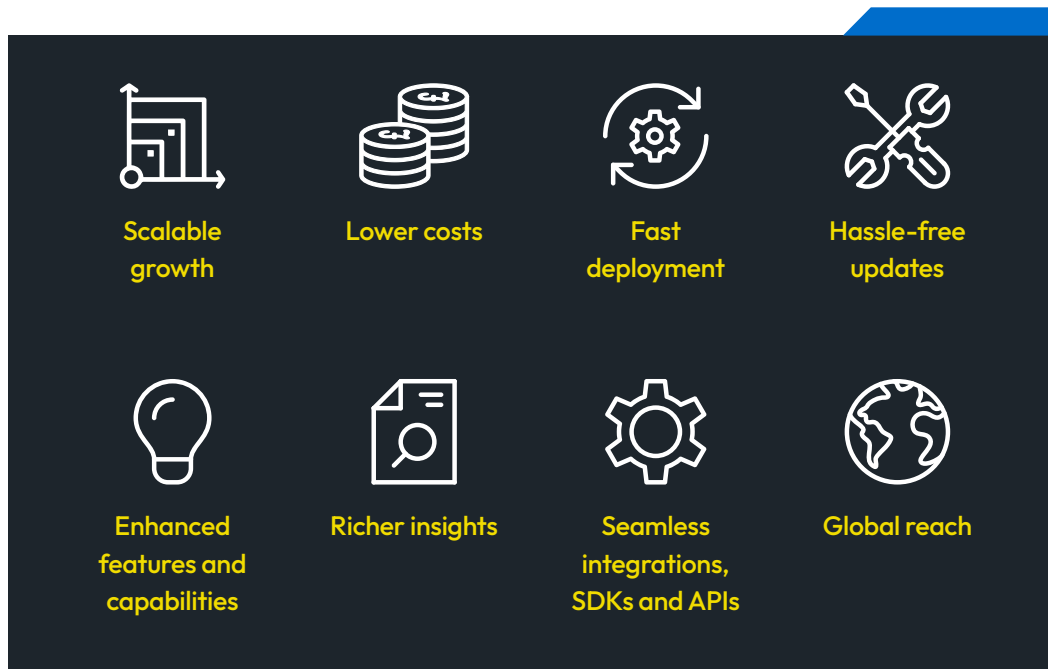
CX platforms take you beyond improving customer interactions, and give you access to solutions for mapping your customer journey, generating insights and unifying your teams. All of which adds up an unbeatable customer experience.

The benefits of the Cloud, powered by AI

Shifting from legacy platforms to the Cloud unlocks a wealth of benefits for retail and hospitality customer services. In partnership with Five9, a leader in cloud contact centre software, Wavenet deliver end-to-end solutions that will revolutionise your customer excellence.

A fully integrated cloud contact centre designed to enhance your customer experience. Here's what we offer:

Scalable growth	**Lower costs**	**Fast deployment**	**Hassle-free updates**
Enhanced features and capabilities	**Richer insights**	**Seamless integrations, SDKs and APIs**	**Global reach**

In this eBook, we look at how you can elevate your contact centre by migrating to a cloud-based CX platform – and how Five9's use of AI, automation and the Cloud can increase business agility and exceed your customers' expectations.

Is legacy on-premises technology limiting your growth?

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The answer is likely yes. Hybrid experiences demand technology that can support seamless omnichannel communications. If your legacy systems aren't equipped to meet and exceed these needs, you're not alone.

The question of how to upgrade your online and in-person services to provide the best possible customer experience (CX) is one retail and hospitality organisations have been asking for a long time.

A modern approach to the contact centre

It's clear that a legacy call centre solution with basic telephony equipment, such as landlines and headsets, isn't up to the task of delivering a seamless omnichannel hybrid experiences customers now expect.

Contact centres use more advanced technology to manage multiple channels of communication, including voice-over-IP (VoIP), instant messaging and social media. But they are still inferior to cloud-based customer experience (CX) platforms.

CX platforms offer an elevated experience beyond that of legacy systems, providing organisations with solutions for mapping the customer journey, generating insights and unifying teams.

Crucially, CX platforms make it easy for your business to safely make use of all the data you have access to.

Data processing limitations

Organisations that are using legacy systems, including on-premises call centres and contact centres, are not able to store or process data at scale. Many contact centres exist in silos and use data inefficiently due to integration limitations, negatively impacting customer experience.

Even if they can scrape by, attempting to manage data in quantities too large to optimise will result in missed insights. And siphoning resources to manage data but still ending up behind the curve isn't a solid foundation for growth, innovation, AI integration or any future development.
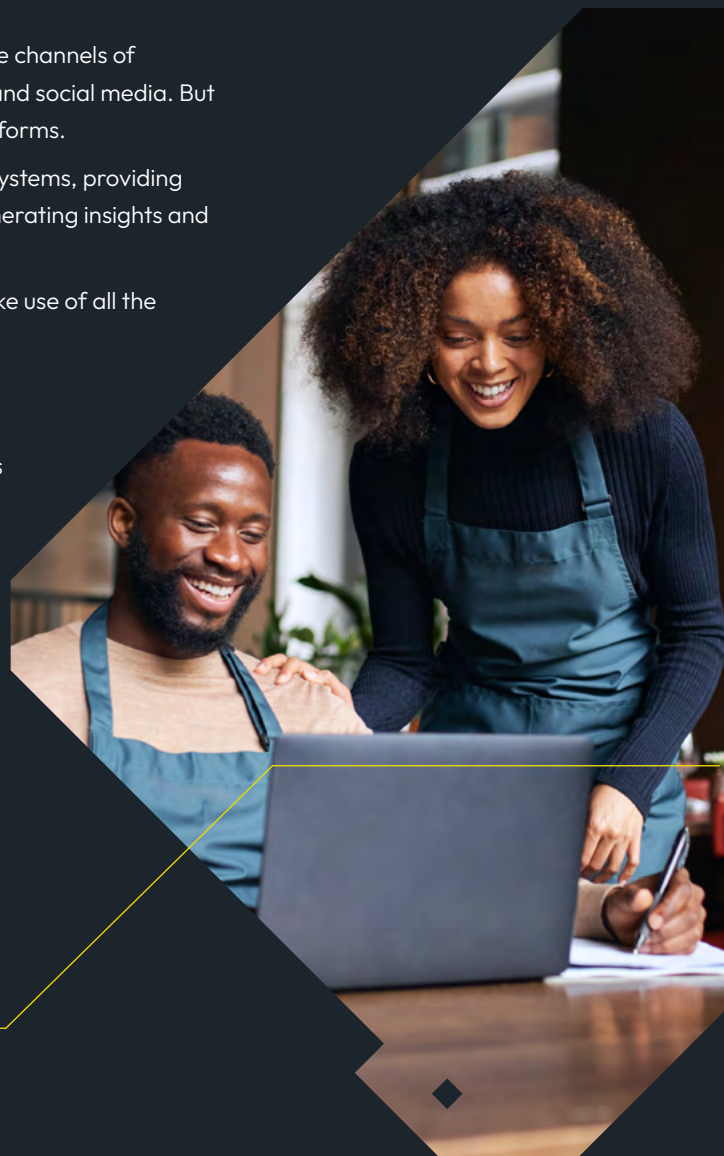
Add customer experience to your cart

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Gain the flexibility and scalability required to meet your customers' needs.

Almost **two-thirds**[1]

of customers want seamless experiences when moving between physical and digital spaces. To meet these expectations, businesses need to move to the Cloud.

Moving to the Cloud will put an end to difficult upgrades, rigid functionality, complex integrations, expensive maintenance and the need to use multiple suppliers.

In short, it removes the hurdles holding back excellent customer experiences—and means you get to enjoy transformative benefits, such as:

• Effective data management

• Personalisation

• Holistic customer experiences

1. cxtrends.zendesk.com

Effective data management

67% [2]

of consumers are happy to grant permission for brands to use their data if they are transparent about how it will be used and secured.

A cloud-based CX platform that has data management integrated into the fabric of the software makes data instantly accessible, possible to analyse at scale and—importantly—secure.

This is crucial because retail and hospitality organisations handle incredibly sensitive customer data. By using a CX platform, your customers can rest assured that their personal data is kept safe with stringent security protocols in place.

As well as ensuring data security, effective data management enables hybrid experiences. Cloud-based CX platforms can easily connect your customer data across the Cloud, from CRM to billing. Without silos, crucial customer events and data can flow between systems in real-time to drive intelligent workflows.

You can incorporate real-time insights and data into every decision, strategy and action you take, delivering hybrid experiences and better business outcomes.

[2.] econsultancy.com/consumer-expectations-data-governance

Personalised experiences

Two-thirds [3]

of customers are willing to spend more for personalised experiences and almost half [4] of hotel guests are more likely to return if they had a tailored experience.

CX platforms have simplified the delivery of personalised experiences to customers. Because they are equipped to handle multiple channels of communication, contact centres can provide a more personalised experience to customers even in a hybrid environment.

For example, a customer may initiate a conversation in-person and then follow up by email or online chat. A contact centre can seamlessly manage all these interactions and provide a seamless experience across all channels.

Being able to respond quickly and offer new or improved features and services to meet customer demands boosts satisfaction and loyalty. Tailoring products, services, or experiences to individual customer preferences, can significantly reduce the cost of acquiring new customers. When a business provides personalised experiences, it's more likely to retain customers, generate repeat business, and build stronger relationships. As a result, businesses may spend less on attracting new customers, reducing overall acquisition costs by as much as half.

[3] hotelmanagement.net
[4] hoteltechnologynews.com

Holistic customer experiences

62%[5]

of customers think experiences should flow naturally between both physical and digital spaces.

A CX platform offers more than just a connected, consistent user interface, it enables you to deliver a holistic experience.

You can be responsive to your customers in all possible ways – from onboarding to delivery of hyper-personalised offers, from sales activities to customer service and support.

With social media platforms presenting new routes to reach people interested in your brand and products, you can connect with social shoppers on their channel of choice.

Keeping your customers happy

Retail and hospitality customers have one thing in common: they want a great CX.

It pays to ensure they get one.

- Happy, loyal customers buy more products or services from you, contributing to higher customer lifetime value and revenue.

- They trust you, and they speak well of you on social media, which increases your brand reputation and attracts new customers.

- Increase knowledge of your customers and their relationships to increase cross-sell and upsell opportunities.
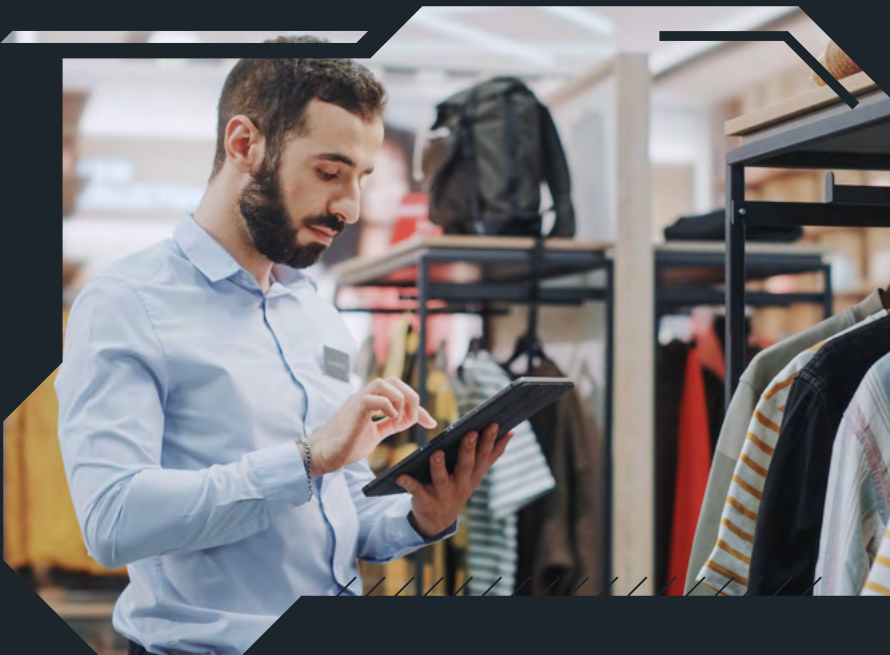
[5.] cxtrends.zendesk.com

Let Wavenet and Five9 transform your customer experiences.

Wavenet is a leading Five9 partner in the UK, offering AI-driven insights, omni-channel solutions, and rapid deployment for fast, scalable, and secure customer service that drives loyalty and growth. Our intelligent CX platform tailored for retail and hospitality will boost efficiency, reduce costs, and deliver a seamless, personalised service, all powered by the Cloud.

Ready to upgrade your experience?

Contact us today and start exceeding customer expectations.

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